

BOOSTING THE ENTREPRENEURIAL SPIRIT - A STRUCTURAL MODEL

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Abstract

The aim of the paper is to design a structural model for boosting entrepreneurship spirit. The model is based on the structural human matrix, respectively the relationships that are created between the biological, the information and the energetic DNA. From a methodological point of view, the paper presents critical approaches to phenomena studied through observation, a qualitative method representative for research in the field of economics and sociology. Data was also collected through unstructured interviews with various entrepreneurs. The research results indicate the following: i) entrepreneurship exists in a latent state in each individual's DNA; ii) entrepreneurial skills require a triggering factor; iii) entrepreneurial skills can be stimulated by identifying the gold proportion that produces critical mass of emotions, moods and information; iv) once the entrepreneurial spirit has been triggered, the model of thought must be simple, step-by-step and dichotomous.

Key words: model, boosting, entrepreneurial spirit

The aim of this working paper is to create a structural model in order to stimulate the entrepreneurial spirit.

Also, the entrepreneurship it refers to human being. In this sense, the entrepreneurship is a function of "structural human matrix" and "welfare". Structurally, a human being is a function of biological, informational and energy DNA. The biological DNA defines the physical body. The informational DNA defines our emotional and creates potentialities (all unspecified circumstances in the form of a given information, called default or stock). The energetic DNA defines the rational and creates the force of choice of a potentiality (it is the passage of information from implicitly into explicitly, from emotional to biological, and this becomes a certain, material or non-material need).

If the economy of the present focuses on stability and balance, the economy of the future is focused on human knowledge and creativity. We are living a new economic paradigm that makes the transition from the material world (based on production) to the virtual world (based on information). Nowadays, there is "cyber-space", "virtual markets", "e-business", "e-tourism", etc. Nothing is stable or in balance anymore. The economy of the future will be based on entrepreneurship and not on dependent labor.

Nowadays, the society is digitized, and as a direct effect, the work paradigm is also changing.

If, in the present time, an individual performs tasks, duties, obligations, responsibilities,

in the economy of the future, the job disappears, and the individual merges with the socio-economic projects that ensure his well-being. For example, work becomes virtual, there is no link between physical location and socio-economic activity, and welfare is earned through the production and consumption of "software" goods.

Review of literature

According to Ardichvili *et al.* (2003), the most important skill of a successful entrepreneur is the ability to identify and select the right opportunities for new business, while Cova and Guercini (2016) say that opportunities emerge naturally from shared passion and from interacting with other passionate people.

In a conventional approach, at the level of specialized literature (Tedmanson *et al.*, 2012, Jones and Spicer, 2009), the successful entrepreneur is a heroic character who works hard, takes risks, is very talented and worthy of praise. The socio-cultural context of an individual stimulates and motivates entrepreneurial behavior, in the sense that family business experience imparts to the individual the skills and visionary ideas necessary for a good entrepreneur (Gurel *et al.*, 2010; Altinay, 2008).

According to Scharff (2016), the current entrepreneur eliminates the barrier between private life (consumption) and professional life (production), so he lives his life as a company.

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The current economic reality requests for important changes in values and perceptions, which make the shift from a management economy to an entrepreneurial economy, and the promoter of these changes should be represented by educational institutions (Crecente-Romero *et al*, 2014).

Therefore, entrepreneurial education of young people is not synonymous with the strict learning of administrative business issues or focus on business management and planning.

Entrepreneurship education involves the promotion of skills such as self-study, decision-making by themselves, trust, personal initiative that the authors of the study (Crecente-Romero *et al*, 2014) includes them in "Entrepreneurial DNA."

Entrepreneurial capacity is a function of maximizing the exploitation of one's own attribute and continuous augmentation. Joseph Schumpeter affirms that entrepreneurship is the main engine of economic development, and the central element is innovation, not always substantial (inventions) but at least brilliant (new combinations) in the short term.

Entrepreneurial skills exist in a latent state in every individual. Each of us is original, agile, creative, determined, patient and visionary. It follows that the entrepreneurial spirit is found in the genetic heritage of each of us. The lingering state of entrepreneurship needs a triggering factor.

MATERIAL AND METHOD

The work is based on the revision of the literature through a bibliographic documentation. The sources of information in the bibliographic documentation were represented by topical scientific papers, published in national and international journals and specialized journals. The paper also presents critical approaches to phenomena studied through observation, a representative qualitative method for research in the field of economics and sociology. The results of the research were also obtained through unstructured interviews, during the free talks with various entrepreneurs.

By approaching the research theme, work falls into epistemological constructivism. Therefore, the concepts and ideas presented were built upon human perception and social experience.

RESULTS AND DISCUSSIONS

The designation of the most important entrepreneurial skills for entrepreneurship implies a high dose of subjectivism. Also, it is difficult to appreciate how a successful entrepreneur must to "behave", "act", and "show".

Through the research, we aimed to build a structural model for boosting entrepreneurial spirit, which we present in the following.

From observation-based on research, it follows that an entrepreneur's thought must be "simple, step-by-step and dichotomous."

a) Simple thought (minimum words): in order to express a thought, an idea, an action, etc., we should use as few words as possible. For example: if the phrase contains more than 10 words to define the purpose and objectives, it means that the idea which is going to be transmitted is not clear. When there is a shadow of blurring, the risk of not achieving the proposed goal is maximum.

b) Step-by-step thought (minimum of complexity): entrepreneurial definitions (category/indicator/ index) should be made by steps of complexity.

For example: what is an entrepreneur?

Step 1: a person.

Step 2: a person who assumes something.

Step 3: a person who assumes responsibilities.

Step 4: a person who assumes business responsibilities.

Step 5: a person who assumes responsibilities in agricultural business.

In order to be economically efficient, an individual must go with thought, maximum up to level 5 of complexity. Above this level energy is lost in the definitions and we steal the time of those who listen or collaborate with us.

Stealing time from others is a crime. Time is the main resource of human being. The answer to "How do we consume time?", defines us as "people," "profession," "performance," and "welfare." Time does not exist in itself, it is in the structural matrix of every individual. Every human has his own time, his own rhythm and mobility. Each action has its own time, it has "earlier" and "later".

A good entrepreneur has to value his own time and the time of his collaborators. To use many words to stimulate human actions, means to waste time in others finite lives. Time is our most limited resource (the only resource we can not increase, and that lost time can no longer be used), and it is important to use it fully.

The entrepreneurs have the same "amount" of time, and his availability is 24 hours a day. The way a individual uses his time, makes the difference between "profession", "performance" and "welfare".

c) Dichotomic thought (fractal or divided to infinity): means in-depth knowledge of economic actions or activities to the point where

they can no longer be divided, and at that point, is the "proportion of gold" that controls the whole. Starting with free discussions with entrepreneurs about the "critical mass" of the constraints that make the difference between self-employment and dependent work (managing a project on its own or executing tasks in a project), we present a reference from an entrepreneur:

"... My dear professor, if a project creates me a strong emotion [here in the heart, showing the anatomical part of the body where the heart is], I seek for a way to put it into practice (to manage it on its own). But, if a project doesn't creates that emotion, I'm not interested in managing it, but under social pressure (and here I mean the need for income, for spending time, for experience, etc.), I can accomplish parts of it (it becomes dependent work)".

In fact, from the presented answer we can deduce that the trigger factor of an action, is nothing else than an "emotion". Practically, an emotion produces moods (well-being, malaise, indifference, trembling, sweating, tension, heart rhythm etc.). A mood turns into information, and it creates human behaviors. A mood transmitted to a partner produces immediate consequences.

For example: if a student's expectations from a course are not reached, the next step will be disappointment and lack of performance. But, if emotion-mood-information is transmitted through the course, the student, at the level of thought, discovers entrepreneurial potentialities (for example: imagination). Therefore, the golden proportion of entrepreneurship is nothing else than the following: "emotion - mood - information".

Therefore, in order to develop entrepreneurial skills at the individual level, you should reverse the proportion of gold, "information - moods - emotion". The information transmitted must be correlated with the individual's potentialities and, ultimately, it produces an emotion. Emotion has consequences in imagination (thoughts), and imagination through vision is the "wheel of life". Statistically, "imagination" is one of the most important skills of the entrepreneur.

In this consideration, we present the appreciation of a great entrepreneur and scientist, Nikola Tesla: *"... I have always thrived being fed by my enthusiasm,"* or *"... the source of my happiness is the imagination"*. For an entrepreneur, perhaps the most important thing is the vision of what will happen in his life in the future. Until recently, the dominant scientific theory moods that the changes are of Gauss type:

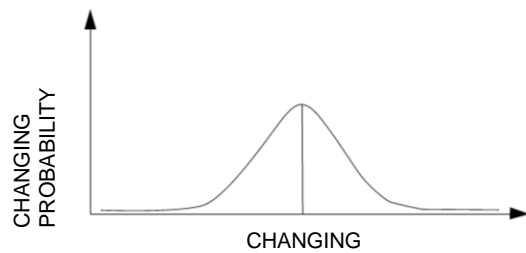


Figure 1: Probability of changes in time A

If this theory is correct and in nature the distributions have memory, we can assume that very small changes are also the most frequent (produce low intensity emotions), and very large changes occur rarely (produce high intensity emotions).

If the emotion is the generator of entrepreneurial spirit, it means that few people see significant changes in the future. So, the hidden parameter of entrepreneurship is to see a significant change of life in the future. People who do not see significant changes in the future are prone to stability and balance, they refuse to take the risk and this is correlated with dependent work.

At the opposite pole, people who see significant changes in the future are leaning toward risk and instability and correlate with the profession of entrepreneur. This finding has no consensus of truth. If we report the evolution of changes over shorter periods of time (week, days, hours, minutes or seconds), we will get identical curves, but the plus/minus amplitude is becoming smaller, correlated with the increasingly shorter time.

This is the proportion of gold, respectively the behavioral DNA. If for very short periods of time, the proportion of gold produces a minimum of instability and risk, it means we have the critical mass of emotions, moods and information. All together stimulate entrepreneurial skills.

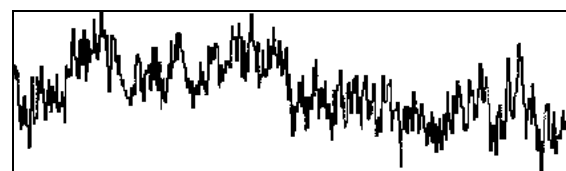


Figure 2: The probability of changes in a time A reported to infinity

If, for very short periods of time, the proportion of gold produces stability and balance, it means that we do not have the critical mass of emotions, moods and information. The result: it does not stimulate the entrepreneurial skills of the individual.

We believe that entrepreneurial skills can be stimulated by identifying the proportion of gold

that produces critical mass of emotions, moods and information. Emotion transformed into action has both short-term and long-term memory and is persistent at every possible scale, from hours to decades. Once awakened, the entrepreneurial spirit won't disappear. The real entrepreneur does not know exactly what result he will get in the future, but he has the vision that it will be good. He knows there is no empty space and he is ready for greatness and goodness.

CONCLUSIONS

1. Entrepreneurial skills exist in the latent state of each individual's DNA.
2. Entrepreneurial skills require a trigger factor.
3. The trigger factor is based on a critical mass of emotions.
4. Emotion is determined by the intensity of change in the life of the individual.
5. Emotions determine moods at individual level, moods become information, and information determines concrete actions.
6. The entrepreneur's model of thinking is based on the relationship of emotion - mood - information, which we call the golden proportion of entrepreneurship.
7. Once the entrepreneurial spirit has been triggered, the pattern of thinking must be simple, step-by-step and dichotomous. Simple means minimal words, in stages means minimal of complexity, and dichotomically means fractal or divisible to infinity.

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